

what one of our psychologists said, which is that most of our young people learn about violence or are affected by it between the ages of 2 and 8. Most of them learn—deal with sex and gender stereotypes between 8 and whenever.

It may be that people between 8 and whenever are more subject to argument at least or counter information or the kind of publicity or you name it on these other issues we can put out. So let's focus at least on the violence. I see no alternative to solving this problem than to reduce the aggregate amount of violence to which these children are subject. And we're going to have to have some help from the media to get that done. I just don't see any alternative to that.

The V-chip is something we ought to do, but if we're going to raise positive role models we also have to reduce the aggregate amount of violence. We must find a systematic way to do it. And in our country, with the first amendment and other things being the way they are, we're going to have to have some voluntary initiatives and some disciplined support from the media in America to get it done.

NOTE: The President spoke at 10:50 a.m. in Polk Theater at the Tennessee Performing Arts Center.

Remarks at the Closing of Session II of the Family and Media Conference in Nashville

July 10, 1995

I just want to say one thing, if I might. Let me, first of all, start by saying thank you to all of you for being here and for caring enough about this subject to be here and for giving us a chance to discuss this issue in a nonpolitical atmosphere of good citizenship. I thank you for that. I also thank you for what you've done.

But I'd like to comment if I could on what's been said and what has not been said and end with something Mr. Selleck said. First of all, we know that we need to support and get more of the kind of programming reflected on the Nickelodeon, the Disney Channel, "Christy," the Fox Children's Network, and public television, and whoever I

left out. We know that, we know we need that.

Secondly, we know we need some guideposts to the future which might be what John Cook talked about or another kind of rating system. And at least some of us would like to see some parents be able to turn some things off now and again, which is why we like the V channel.

Then you get to the next level which is what the gentleman from the Ad Council talked about. And I agree with—we've got to make sure that no matter how far we go with technology we save some private space along the way. Then you get to the question of whether we could systematically move the market system a little bit, to take off on Gary's comment.

His is a significant commitment, the Ad Council has made, for two reasons. One is, \$8 billion over 8 years is \$800 million a year. I'll tell you how much that is; I just sat there and figured it out. In the Presidential elections we spend about \$100 million in the general election, telling you how great we are, how terrible our opponents are. And you see a lot of our ads. So if you spend \$800 million a year and you do it right, you can make an impact. That's not an insignificant thing, and it should be lauded.

But the other suggestion you made, coming back to what Mr. Selleck said, is that the people who do all this should not be defensive; they should be open. They should realize there are no simple answers. A few years ago, there was an attempt to do what Oprah Winfrey's doing on her own on a systematic basis through all different kinds of television shows through education. I saw you out there, John. Do you remember when I came out there to Hollywood and they had me give a little speech, because there was an organized effort to try to say, let's take a year and put some positive message about education in all of our programs, our cops and robbers programs, our cowboy programs, our—everything. In this case, it would be the Internet and all that.

And they did it for a year. I don't know that we had any way of measuring what the results were, but I do know what the gentleman from the Ad Council said makes a lot of sense. What I hope will happen is, in

the end, that there will be some systematic effort which will not only have more good programs like "Christy" on the air, but which will make everybody think before they put their police show on the air or their you-name-it, whatever show it is: What picture of women am I presenting to America; what message am I sending to these kids about violence; what am I doing?

In other words, if we're going to change the American culture, we have to somehow change the media culture. And we have to do it without finger pointing, but we've got to be honest about it.

I think this Ad Council commitment is a good one, but I think what we need to do—and maybe Gary's right, maybe you have to change the people running the show a little bit—but we need a systematic debate there about what we don't do and what we do do in our regular programming. I really think that's important. I think if we leave that out, we'll leave a big piece of this undone. And I thank you for being willing to deal with that.

Thank you.

NOTE: The President spoke at 12:15 p.m. in Polk Theater at the Tennessee Performing Arts Center. In his remarks, he referred to actor Tom Selleck; John Cook, head of the Disney channel; and Gary David Goldberg, television writer and producer. A tape was not available for verification of the content of these remarks.

Remarks Honoring the 1995 National Hockey League Champion New Jersey Devils

July 10, 1995

Ladies and gentlemen, welcome to the White House. Governor Whitman, thank you for coming. Governor Byrne, good to see you back there. Congressman Menendez—I've been waiting for several Members of Congress who are trying to get here. I was trying to wait for them, but I think we should start when they come in—especially if Senator Bradley is the first one; we'll notice them all. And we'll be glad to acknowledge them. I thank those who—are they here? Senator Lautenberg, welcome. Senator Bradley, thank you.

I welcome you all here to the White House and congratulate the New Jersey Devils' first Stanley Cup victory in their 13-year history. I identified with you because you were cast as classic underdogs. But your determination and teamwork paid off.

It occurred to me as we were preparing for this that hockey is a lot like what goes on around here. *[Laughter]* You get behind; you get ahead; you never know you're going to win until the last minute. It's more often a contact sport than it ought to be. The difference is here we don't have a penalty box, and sometimes the referees back there pile on, too. *[Laughter]*

But the most important thing is the teamwork. You know, the Stanley Cup is the oldest professional athletic trophy in North America; it's 102 years old. I'm glad we have it in the White House today again in a place of honor. I noted that it hasn't always enjoyed a place of honor. The Stanley Cup was once forgotten on a roadside, and once it was actually kicked into a frozen canal.

Coach Lemaire has accomplished quite a lot in his first 2 years, I would say. In the first year, the Devils had a record 106 points, 19 more than in any previous year, and of course, this year you won the Stanley Cup. Martin Brodeur has had a busy 2 years after being a rookie of the year last year—I like this nickname—"The Kid" continued to be an outstanding goalie this year.

I also want to congratulate Claude Lemieux on his outstanding performance and on being named the Consummate Trophy winner. Let me congratulate all the players and thank those who have come here. Hockey is becoming an American sport: the teams now are more widely placed across the United States; more and more people understand it and watch it on television; and thanks to television, we are coming to understand it, those of us who live in places where there's never any ice. And I must say, I was very, very impressed and I really got into the Stanley Cup finals this year, so I'm delighted to have all of you here.

I'd like to now ask the NHL Commissioner, Gary Bettman, to take the microphone and introduce the team, the players, and do whatever else he would like to do.